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DSC-W530/B

Shoot more life with the Sony® DSC-W530. Capture landscapes with one touch using Sweep Panorama mode, get that perfect portrait with Smile Shutter technology, snap wider scenes with the 26mm wide angle lens, get high quality photos with 14.1 megapixels, and automatically get clear shots with SteadyShot® image stabilization and iAuto; all in a sleek little design.

14.1 Megapixel Super HAD™ CCD Image Sensor

A powerful 14.1 megapixel 1/2.3" Super HAD™ CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 14.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19") size, or crop your images and still come away with high resolution shots.

2.7" (230K dots) Clear Photo LCD™ display

Generous 2.7" (230K dots) Clear Photo LCD™ display
features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in
bright sunlight.

Carl Zeiss® Vario-Tessar® Lens with 26mm equivalent wide 4x Optical Zoom

The high-performance Carl Zeiss® Vario-Tessar® 4x optical zoom lens brings distant subjects closer for video recording as well as for outdoor, sports, and travel photos, and Close Focus shoots close-ups within a ½" of the subject. A wide angle of 26mm equivalent wide-angle lens allows you to take wider shots of the scene or group in crowded spaces.

Sweep Panorama™ mode

Reach beyond the traditional wide angle lens, and capture more breathtaking shots with Sweep Panorama™ mode. Simply press the shutter button and sweep the camera in the desired direction and the camera continuously shoots at a high speed, then seamlessly stitches the images together with automatic position adjustment to create one stunning panoramic image. Available in wide and ultra-wide options, the camera can take panoramic shots of up to 230 degrees. Now capturing wide landscapes is as easy as press and sweep.

SteadyShot® image stabilization

SteadyShot® image stabilization compensates for camera shake and helps prevent blur through use of digital processing technologies.

Intelligent Auto Mode

Unlike traditional auto mode, Intelligent Auto (iAuto) mode thinks for you, recognizing scenes, lighting conditions, faces, and adjusts settings resulting in clear images, faces with natural skin tone and less blur. Take advantage of all the technology without leaving Auto mode. Kids on the playground, landscape shots, a beautiful flower or an indoor birthday party; all result in clear images without leaving auto mode.

Face Detection technology

Face Detection technology detects up to eight individual faces and adjusts focus, exposure, and white balance to help deliver crisp, properly lit images of family and friends.

Smile Shutter™ technology

Smile Shutter™ technology captures a smile the moment it happens. Simply press the Smile Shutter™ button and the camera does the rest. You can also select adult and child priority and indicate the degree of Smile Detection sensitivity. Intelligent Scene Recognition can now be used together with Smile Shutter™ mode when the Intelligent Auto mode is on. This means that beautiful smiles can be captured with settings optimized for the particular scene, even in difficult conditions such as twilight and backlighting.

480p AVI VGA Movie Mode

In 480p AVI movie mode the camera shoots 640 x 480 movies at 30 fps, the standard format when working with a PC. Users will create movies in files small enough to transfer to a compatible PC or Mac® computer and connected to the internet.[3] Once transferred to your computer effortlessly upload media to popular photo and video-sharing websites such as Photobucket® and YouTube .

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Natural Flash

Conventional point-and-shoot camera flash shots just don't capture colors the way the eye sees them. Natural Flash mode takes a reference shot without flash and then uses that reference to correct the color, for far more lifelike images.

Self-Portrait Timer

Self-Portrait Timer helps take the guesswork out of self portraits by utilizing Face Detection technology to recognize when your face enters the frame. Once the camera detects your face, it triggers a 2-second timer, and then snaps a picture.

Anti-blink Function

It's frustrating to capture the perfect shot, only to review it later and discover subjects blinked during the photo. The Anti-blink function works to help counter blinking and squinting. When the camera is set to Soft Snap, the Anti-blink function captures two images, recording only the photo with less squinting. If a blink is detected in other shooting modes, a warning will be displayed after you take the shot.

Dynamic Range Optimizer Standard and Plus

Dynamic Range Optimizer (DRO) Standard and Plus uses a sophisticated algorithm to help recover shadows and highlights. The result is more natural images with clearer details that more closely match what your naked eye sees. DRO is particularly effective when shooting backlit portraits or any scene with a dramatic contrast between background and foreground lighting. DRO Plus allows for even greater optimization by analyzing each region of an image and performing additional image processing.

Intelligent Scene Recognition (iSCN) Mode

Intelligent Scene Recognition (iSCN) Mode automatically detects eight different types of scenes and, within just 1/30th of a second, selects the appropriate camera settings: Backlight, Backlight Portrait, Twilight, Twilight Portrait, Twilight using a tripod, Portrait, Landscape and macro. iSCN has two modes: Auto and Advanced. In Auto Mode, the camera takes a single shot using the optimal settings. In Advanced Mode, the camera takes a photo with the optimal settings and, if in difficult lighting (low light or back light) immediately takes a second photo with another optimized setting so you can choose which to keep.

High Sensitivity Mode (ISO 3200)

High ISO allows for faster shutter speed, so you can take photos indoors or in low light without the need for a flash. In addition to High Sensitivity Mode (ISO), you can select up to seven ISO settings (Auto, 125, 200, 400, 800, 1600, 3200) when shooting in Program Auto Mode to adjust sensitivity to your shooting conditions.

Easy Shooting Mode

Specifications

Camera	
Camera Type	Compact zoom digital camera
Imaging Sensor	
Imaging Sensor	1/2.3" (7.76mm) Super HAD CCD Sensor
Processor	BIONZ®
Pixel Gross	14.5MP
Effective Picture Resolution	14.1MP
Color Filter System	RGB primary color filters
Recording	
Media Type	optional "Memory Stick Duo" (No movie recording), optional "Memory Stick PRO Duo", optional "Memory Stick PRO-HG Duo", optional SD Memory Card (Class 2 or higher), optional SDHC Memory Card (Class 2 or higher), optional SDXC Memory Card (Class 2 or higher)
Still Image Mode	JPEG
Still Image Max Effective Resolution	Approx. 14.1 Megapixels
Still Image Size 16:9	11M (4,320 x 2,432) / 2M (1,920 x 1,080)
Still Image Size 3:2	No
Still Image Size 4:3	14M (4,320 x 3,240), 10M (3,648 x 2,736), 5M (2,592 x 1,944), VGA (640 x 480)
Panorama Still Image Size	(7,152 x 1,080) / (4,912 x 1,080) / (4,912 x 1,920) / (3,424 x 1,920)
Sweep Multi Angle Image Size	No
Video Format	AVI / Motion JPEG
Video Mode	VGA (640 x 480, 30fps, progressive) QVGA (320 x 240, 30fps, progressive)
Photo Capture from Movie	No
Dual Record	No
Audio Format	CCITT u-Law
Microphone/ Speaker	Mono / Mono
Optics/Lens	
Lens Type	Carl Zeiss® Vario-Tessar®

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Aperture	iAuto (F2.7/ F8.0 (W), 2 steps with ND Filter) / Program Auto (F2.7/F8.0 (W), 2 steps with ND Filter)
Aperture (Max.)	F2.7 (W)-5.7 (T)
Optical Zoom	4x
Digital Zoom	Smart Zoom / Precision Digital Zoom / Off
Smart Zoom® Technology	10M: Approx. 4.7x (Total), 5M: Approx. 6.7x (Total), VGA: Approx. 27x (Total), 16:9 (2M): Approx. 9x (Total)
Focal Length (35mm equivalent)	Still 16:9: 28-114mm / Still 4:3: 26-105mm / Movie 4:3: 26-105mm
Filter Diameter	No
Lens Construction	6 elements in 5 groups (including 3 aspheric elements)
Minimum Focus Distance	iAuto (W: Approx. 4cm (0.13') to Infinity, T: Approx. 60cm (1.97') to Infinity)
Aspheric Elements	3

Viewfinder

Type	None
Diopter Adjustment	No

LCD Display

LCD Type	2.7" Clear Photo LCD (230K dots)
Angle Adjustment	No
Brightness Control	Normal / Bright / Auto Bright
Histogram	No
Grid Display	Yes (Off / On)

Focus Control

AF Modes	9 points AF (Under Face Undetected) / Center Weighted AF / Spot AF
AF Illuminator	No

Exposure System

Metering Modes	Multi Pattern / Center Weighted / Spot
Exposure Compensation	Plus / Minus 2.0EV, 1 / 3EV step
Scene Mode(s)	High Sensitivity / Twilight / Twilight Portrait / Soft snap / Landscape / Beach / Snow / Gourmet / Pet
D-Range Optimizer	Standard / Plus / Off
ISO	Auto / 80 / 100 / 200 / 400/ 800/ 1600 / 3200
Noise Reduction	Clear RAW NR / NR Slow Shutter
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash

Drive System

Self-timer	Off / 10sec. / 2sec. / portrait1 / portrait2
Shutter Speeds	iAuto (2" - 1/1,600) / Program Auto (1" - 1/1,600)
Burst Mode	Approx 1 fps at 14.1MP (Maximum 100 shots)

Flash

Flash Modes	Auto / Flash On / Slow Synchro / Flash Off
Flash Coverage	ISO Auto: Approx. 0.3- Approx. 3.5m (Approx. 0.98'-Approx. 11.48') (W) / Approx. 0.6-Approx. 1.8m (Approx. 1.96'-Approx. 5.91') (T), ISO3200: up to Approx. 7.1m (Approx. 23.3') (W) / Approx. 3.7m (Approx 12.1') (T)

Convenience Features

Red-Eye Reduction	Auto / On / Off
Erase/Protect	Erase: Single / Select / Folder, Protect: Single / Select
Media/Battery Indicator	Yes / Yes
Power Save Mode	Standard / Stamina / Off
Red-Eye Reduction	Auto / On / Off
Erase/Protect	Erase: Single / Select / Folder, Protect: Single / Select
Media/Battery Indicator	Yes / Yes
Power Save Mode	Standard / Stamina / Off

Advanced Features

Anti Motion Blur	No
Embedded GPS	No
Sweep Panorama	Sweep Panorama
Face Detection	8 Faces (Auto / Off / Key Selected Face Memory)
Smile Shutter™ technology	Yes
Image Stabilization	SteadyShot
In-Camera Editing	Trimming / Red-Eye Correction
Intelligent Auto	Yes
Shooting Tips	No

1. Files compatible with iMovie® '09 or later on Mac. Software not compatible with Mac OS® X.
2. For firmware update on Mac OS® X go to www.esupport.sony.com.
3. Movie recording is limited to (29min segments)

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